

## ABSTRACT OF THE DISCLOSURE

An advertising method on a network comprises displaying a guide code corresponding to a network address of an advertisement object and allowing a user to transmit said guide code. Moreover, an advertisement method on a network for additionally allows a user to purchase an advertised good or service by transmitting a guide code via a mobile telephone and charging the cost of the purchase to a calling account of the mobile telephone. Also, the present invention has particular application as an advertisement guide system and method using guide codes, wherein users are able to simply and conveniently recollect Internet homepage addresses of advertisers of advertisements made through various advertisement media, using voice or character mailboxes or electronic mails of mobile communication terminals, without having to write down the Internet homepage addresses on a memo paper. The invention further relates to a simple reservation, purchase and settlement system that takes advantage of the rapid increase in the number of users of mobile communication terminals.